

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
23 June 2005 (23.06.2005)

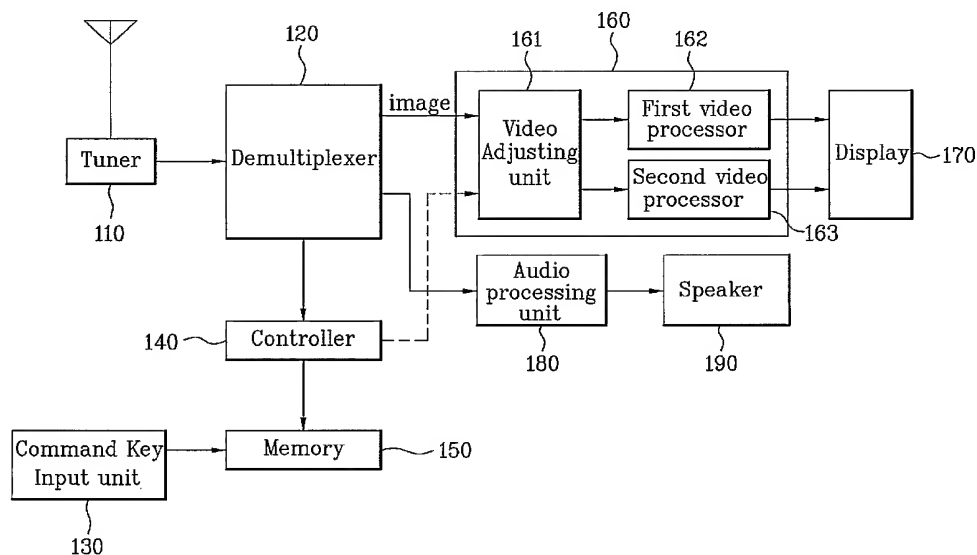
PCT

(10) International Publication Number
WO 2005/057533 A2

- (51) International Patent Classification⁷: **G09G** Chul [KR/KR]; 140-15, Gamsam-dong, Dalseo-gu, Daegu, 704-150 (KR).
- (21) International Application Number: PCT/KR2004/003256 (74) Agents: **BAHNG, Hae Cheol** et al.; KBK & Associates, 15th Floor Yo Sam Building, 648-23, Yeoksam-dong, Kangnam-gu, Seoul 135-080 (KR).
- (22) International Filing Date: 10 December 2004 (10.12.2004) (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
10-2003-0090498
12 December 2003 (12.12.2003) KR
- (71) Applicant (for all designated States except US): **LG ELECTRONICS INC.** [KR/KR]; 20, Yoido-dong, Youngdungpo-gu, Seoul 150-721 (KR).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): **HONG, Su Dong** [KR/KR]; 113-703, Hyundai APT., Bonggok-dong, Gumi-si, Gyeongsangbuk-do 703-764 (KR). **BAE, Sang**
- (84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

[Continued on next page]

(54) Title: DISPLAY DEVICE AND METHOD OF DRIVING THE SAME



(57) Abstract: A display device and a method of driving the same are disclosed, wherein a single original image is converted into a picture-enhanced image and a non-enhanced image, which are then displayed. The display device includes a controller dividing a screen into a first display window and a second display window, and outputting control signals based on display options corresponding to the first display window and the second display window, and a video processing unit separating an original image into a first image part and a second image part, and modifying picture qualities of each of the first image part and the second image part that are to be displayed on each of the first display window and the second display window, depending upon the control signals.

WO 2005/057533 A2



Published:

— without international search report and to be republished
upon receipt of that report

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.